Project Mission Statement Instructions

A mission statement is a brief description of the project's fundamental purpose. A true mission statement is a clear and compelling goal that focuses people's efforts. It is tangible, specific, crisp, clear and engaging. Using this document can help you develop a mission statement for your project.

How to Use a Mission Statement

- Create the first draft of the statement during the Concept/Initiation phase of your project. A mission statement should be a clear and succinct representation of the project's purpose for existence.

- Brainstorm the creation of a mission statement with a cross-section of project stakeholders and team members, including your project sponsor.

- Keep the mission statement handy as the team works to define the project scope. Are you defining a project scope that fulfills the mission? Are there any project scope issues that reveal a need to adjust the mission statement?

- As new team members come on board, make sure they read the mission statement and understand the project's focus and goals.

- During the Investigation and Planning phases, refine the mission statement as scope, time and cost decisions are made.

- Finalize the mission statement at the end of the Planning phase as the detailed project definition is decided.

- Fold the mission statement into your Project Charter document and refer to the mission statement throughout the project, especially at key reviews. Is the project still on track to deliver what the mission statement promises?

How to use the Mission Statement Template:

The Project Mission Statement states:

- What you are going to do (Scope)?

- Why you are going to do it (Benefits to the customer and the State)?

- By when (Schedule)?

Guidelines

- Keep it short and memorable.

- Include adequate detail to keep a team crystal clear on the overall purpose of the project.

- Don't just use the technical writers or the more articulate members of your team. Often the "people of few words" come up with the best wording.

- Use ordinary English, not technical jargon, buzzwords, or expertise-specific phrases. It should be understandable by anyone and be free of references that require specialist knowledge.

- Remove any ambiguity among the three (or four) project parameters.

- Include the mission statement as the introduction to your Project Vision document, Project Charter, or Statement of Work.

- Utilize SMART: Specific, Measurable, Achievable, Results-Oriented, and Time Bound

Examples:

For a project mission statement to be effective, it includes each element listed above under "Contents." The following provides examples of mission statements from real projects:

From a Project That Updated a Development Methodology in a Software/Hardware Company:

Project Mission: *To define a practical common development process which quickly and inexpensively provides shared language and terminology and facilitates more efficient joint development projects across our 3 development sites. The new process should be in place by April 2004 to allow use on the major [product name] release.*

For an IT Environment:

Project Mission: *To create an environment that will be both cost effective and serve our customers to meet their critical mission needs. Avoiding obsolescence and higher support costs of elements of our network management system, and recognizing significant operational cost savings for equipment, maintenance and administration.*

Administrative Information

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